

THE TOBACCO INSTITUTE, INC.

24 FEBRUARY 1969

TO: Company Legal Counsel  
FROM: Frank J. Welch  
RE: California Senate Bill No. 341

*Mr. Starnes  
Mr. DeLoach  
Mr. Mohr  
Mr. Tavel  
Mr. Haas  
Mr. Sullivan*

Herewith enclosed is a copy of the bill indicated above, together with a copy of news story from the Los Angeles Times and a copy of a release distributed by the Capitol News Service. This bill would "make it a misdemeanor for any person, firm or corporation to advertise in this state (California) by any means whatever, including newspapers, radio, television and billboards, any cigarettes, cigars, or other such tobacco products".

We are well organized in California and are working with the communications media in opposition to this bill.

CC: Messrs. Yeaman  
Ramm  
Grant  
Smith  
Haas ✓  
Hetsko  
Forsyth  
Williams

*Handwritten signature*